



Market Profile

Green Bay City Limits
Green Bay city, WI (5531000)
Geography: Place



Green Bay city, WI (55310...

Population Summary

2000 Total Population	102,313
2000 Group Quarters	2,695
2010 Total Population	105,383
2015 Total Population	105,649
2010-2015 Annual Rate	0.05%

Household Summary

2000 Households	41,591
2000 Average Household Size	2.40
2010 Households	43,512
2010 Average Household Size	2.35
2015 Households	43,892
2015 Average Household Size	2.33
2010-2015 Annual Rate	0.17%
2000 Families	24,652
2000 Average Family Size	3.06
2010 Families	25,229
2010 Average Family Size	2.99
2015 Families	25,227
2015 Average Family Size	2.97
2010-2015 Annual Rate	0.00%

Housing Unit Summary

2000 Housing Units	43,123
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	42.5%
Vacant Housing Units	3.6%
2010 Housing Units	47,012
Owner Occupied Housing Units	51.5%
Renter Occupied Housing Units	41.1%
Vacant Housing Units	7.4%
2015 Housing Units	48,233
Owner Occupied Housing Units	50.6%
Renter Occupied Housing Units	40.4%
Vacant Housing Units	9.0%

Median Household Income

2000	\$38,768
2010	\$51,249
2015	\$59,237

Median Home Value

2000	\$96,284
2010	\$123,675
2015	\$140,388

Per Capita Income

2000	\$19,269
2010	\$24,513
2015	\$28,172

Median Age

2000	33.2
2010	34.4
2015	34.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Households by Income

Household Income Base	41,656
<\$15,000	16.1%
\$15,000 - \$24,999	14.3%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	19.1%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	7.7%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	1.2%
\$200,000+	0.8%
Average Household Income	\$46,499

2010 Households by Income

Household Income Base	43,512
<\$15,000	11.2%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	18.8%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	1.5%
\$200,000+	1.2%
Average Household Income	\$58,348

2015 Households by Income

Household Income Base	43,891
<\$15,000	9.0%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	25.5%
\$75,000 - \$99,999	20.1%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	2.4%
\$200,000+	1.7%
Average Household Income	\$66,666

2000 Owner Occupied Housing Units by Value

Total	23,303
<\$50,000	4.2%
\$50,000 - \$99,999	50.9%
\$100,000 - \$149,999	30.2%
\$150,000 - \$199,999	9.1%
\$200,000 - \$299,999	4.1%
\$300,000 - \$499,999	1.0%
\$500,000 - \$999,999	0.4%
\$1,000,000 +	0.0%
Average Home Value	\$111,968

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	18,299
With Cash Rent	98.1%
No Cash Rent	1.9%
Median Rent	\$442
Average Rent	\$441

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2000 Population by Age

Total	102,313
0 - 4	7.2%
5 - 9	7.1%
10 - 14	7.0%
15 - 24	15.8%
25 - 34	15.7%
35 - 44	16.0%
45 - 54	12.5%
55 - 64	7.0%
65 - 74	5.7%
75 - 84	4.4%
85 +	1.7%
18 +	74.6%

2010 Population by Age

Total	105,384
0 - 4	7.2%
5 - 9	6.5%
10 - 14	6.1%
15 - 24	15.6%
25 - 34	15.6%
35 - 44	13.3%
45 - 54	13.8%
55 - 64	10.5%
65 - 74	5.6%
75 - 84	4.0%
85 +	2.1%
18 +	76.5%

2015 Population by Age

Total	105,649
0 - 4	7.1%
5 - 9	6.5%
10 - 14	6.3%
15 - 24	14.7%
25 - 34	15.6%
35 - 44	13.2%
45 - 54	12.4%
55 - 64	11.4%
65 - 74	7.1%
75 - 84	3.8%
85 +	2.0%
18 +	76.6%

2000 Population by Sex

Males	49.3%
Females	50.7%

2010 Population by Sex

Males	49.4%
Females	50.6%

2015 Population by Sex

Males	49.4%
Females	50.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

Green Bay City Limits
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2000 Population by Race/Ethnicity

Total	102,313
White Alone	85.9%
Black Alone	1.4%
American Indian Alone	3.3%
Asian or Pacific Islander Alone	3.8%
Some Other Race Alone	3.7%
Two or More Races	2.0%
Hispanic Origin	7.1%
Diversity Index	35.8

2010 Population by Race/Ethnicity

Total	105,384
White Alone	80.6%
Black Alone	2.2%
American Indian Alone	3.8%
Asian or Pacific Islander Alone	4.0%
Some Other Race Alone	6.6%
Two or More Races	2.9%
Hispanic Origin	12.7%
Diversity Index	49.2

2015 Population by Race/Ethnicity

Total	105,650
White Alone	79.0%
Black Alone	2.6%
American Indian Alone	3.8%
Asian or Pacific Islander Alone	4.0%
Some Other Race Alone	7.4%
Two or More Races	3.2%
Hispanic Origin	14.9%
Diversity Index	53.1

2000 Population 3+ by School Enrollment

Total	97,904
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	12.0%
Enrolled in Grade 9-12	5.7%
Enrolled in College	5.6%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	72.7%

2010 Population 25+ by Educational Attainment

Total	68,225
Less Than 9th Grade	5.1%
9th to 12th Grade, No Diploma	7.6%
High School Graduate	35.2%
Some College, No Degree	20.0%
Associate Degree	9.1%
Bachelor's Degree	16.4%
Graduate/Professional Degree	6.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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2010 Population 15+ by Marital Status

Total	84,630
Never Married	33.9%
Married	47.3%
Widowed	5.7%
Divorced	13.1%

2000 Population 16+ by Employment Status

Total	79,125
In Labor Force	70.3%
Civilian Employed	66.7%
Civilian Unemployed	3.5%
In Armed Forces	0.1%
Not In Labor Force	29.7%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.8%
Civilian Unemployed	10.2%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.5%
Civilian Unemployed	8.5%

2000 Females 16+ by Employment Status and Age of Children

Total	40,660
Own Children < 6 Only	8.0%
Employed/in Armed Forces	6.0%
Unemployed	0.3%
Not in Labor Force	1.7%
Own Children <6 and 6-17 Only	6.1%
Employed/in Armed Forces	4.1%
Unemployed	0.2%
Not in Labor Force	1.7%
Own Children 6-17 Only	16.3%
Employed/in Armed Forces	12.9%
Unemployed	0.4%
Not in Labor Force	3.0%
No Own Children < 18	69.6%
Employed/in Armed Forces	39.2%
Unemployed	2.3%
Not in Labor Force	28.2%

2010 Employed Population 16+ by Industry

Total	51,197
Agriculture/Mining	0.5%
Construction	5.2%
Manufacturing	15.7%
Wholesale Trade	3.6%
Retail Trade	13.9%
Transportation/Utilities	4.9%
Information	1.8%
Finance/Insurance/Real Estate	8.1%
Services	42.7%
Public Administration	3.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation

Total	51,199
White Collar	57.3%
Management/Business/Financial	11.5%
Professional	18.4%
Sales	12.7%
Administrative Support	14.7%
Services	17.8%
Blue Collar	24.9%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	3.5%
Production	9.2%
Transportation/Material Moving	7.4%

2000 Workers 16+ by Means of Transportation to Work

Total	51,993
Drove Alone - Car, Truck, or Van	82.9%
Carpooled - Car, Truck, or Van	10.3%
Public Transportation	1.3%
Walked	2.8%
Other Means	0.8%
Worked at Home	1.8%

2000 Workers 16+ by Travel Time to Work

Total	51,993
Did not Work at Home	98.2%
Less than 5 minutes	3.9%
5 to 9 minutes	15.5%
10 to 19 minutes	51.0%
20 to 24 minutes	13.5%
25 to 34 minutes	7.3%
35 to 44 minutes	1.8%
45 to 59 minutes	2.5%
60 to 89 minutes	1.6%
90 or more minutes	1.2%
Worked at Home	1.8%
Average Travel Time to Work (in min)	17.0

2000 Households by Vehicles Available

Total	41,629
None	8.4%
1	39.0%
2	40.2%
3	9.9%
4	1.9%
5+	0.6%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type

Total	41,591
Family Households	59.3%
Married-couple Family	44.1%
With Related Children	21.1%
Other Family (No Spouse)	15.2%
With Related Children	10.8%
Nonfamily Households	40.7%
Householder Living Alone	31.6%
Householder Not Living Alone	9.1%
Households with Related Children	31.8%
Households with Persons 65+	20.1%

2000 Households by Size

Total	41,591
1 Person Household	31.6%
2 Person Household	32.9%
3 Person Household	14.7%
4 Person Household	12.3%
5 Person Household	5.2%
6 Person Household	1.8%
7 + Person Household	1.4%

2000 Households by Year Householder Moved In

Total	41,629
Moved in 1999 to March 2000	23.0%
Moved in 1995 to 1998	29.8%
Moved in 1990 to 1994	14.7%
Moved in 1980 to 1989	13.8%
Moved in 1970 to 1979	7.7%
Moved in 1969 or Earlier	10.9%
Median Year Householder Moved In	1,995

2000 Housing Units by Units in Structure

Total	43,161
1, Detached	55.0%
1, Attached	5.0%
2	13.0%
3 or 4	6.0%
5 to 9	8.3%
10 to 19	4.8%
20 +	6.9%
Mobile Home	1.0%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	43,161
1999 to March 2000	1.2%
1995 to 1998	4.6%
1990 to 1994	6.4%
1980 to 1989	13.9%
1970 to 1979	18.1%
1969 or Earlier	55.8%
Median Year Structure Built	1,966

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Top 3 Tapestry Segments

1. Great Expectations
2. Rustbelt Traditions
3. Inner City Tenants

2010 Consumer Spending

Apparel & Services: Total \$	\$63,174,747
Average Spent	\$1,451.89
Spending Potential Index	61
Computers & Accessories: Total \$	\$8,329,155
Average Spent	\$191.42
Spending Potential Index	87
Education: Total \$	\$47,620,175
Average Spent	\$1,094.42
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$118,194,473
Average Spent	\$2,716.37
Spending Potential Index	84
Food at Home: Total \$	\$167,527,052
Average Spent	\$3,850.14
Spending Potential Index	86
Food Away from Home: Total \$	\$121,502,916
Average Spent	\$2,792.40
Spending Potential Index	87
Health Care: Total \$	\$133,397,862
Average Spent	\$3,065.77
Spending Potential Index	82
HH Furnishings & Equipment: Total \$	\$65,031,866
Average Spent	\$1,494.57
Spending Potential Index	73
Investments: Total \$	\$56,054,218
Average Spent	\$1,288.25
Spending Potential Index	74
Retail Goods: Total \$	\$867,298,087
Average Spent	\$19,932.39
Spending Potential Index	80
Shelter: Total \$	\$585,583,385
Average Spent	\$13,457.97
Spending Potential Index	85
TV/Video/Audio: Total \$	\$46,590,608
Average Spent	\$1,070.75
Spending Potential Index	86
Travel: Total \$	\$66,243,566
Average Spent	\$1,522.42
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$34,616,622
Average Spent	\$795.57
Spending Potential Index	84

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.